2. Set PSATW = (IV.B.1) / (III.B.2.b).

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# VI. Determine Factors that Explain B1 (limit sample to regulated franchises)

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- B. Run a stepwise regression with LN(B1) as the LHS variable and a variety of RHS variables.
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  - 2. Some variables are entered after taking logs (e.g., number of channels) and others without taking logs (e.g., percent satellite)
- C. Determine Competitive Adjustment to B1
  - 1. Augment regulated sample with effectively competitive sample.
  - 2. For the augmented sample, run a regression on LN(B1) using factors determined as important above and include a dummy variable identifying effectively competitive franchises.
  - 3. Coefficient on effectively competitive dummy variable is competitive adjustment.

#### D. Robust Results

- 1. Number of channels and percent satellite are important explanatory variables.
- 2. Other variables are of lesser importance and/or less consistent.

# VIII. Determine Starting Point on B1 Distribution (limit sample to regulated systems)

- A. Choose factors to normalize prices based on VI.
  - 1. Number of channels on lowest tier.
  - 2. Percent of channels on lowest tier that are satellite.
  - 3. Whether system is > 1000 subscribers.
- B. Run regression

LN (B1) = 
$$\beta_0 + \beta_1$$
 LN (S7\_1TTOT) +  $\beta_2$  (S7\_1SAT / S7\_1TTOT) +  $\beta_3$  (S2\_HHSUB<1000).

C. Normalize B1 for each franchise in the regulated sample to a particular number of channels and percent satellite;

$$B_{1i}$$
 norm=  $EXP[LN(B_{1i}) + b_1 (LN(\#) - LN(S7_1TTOT_i)) + b_2 (\% - S7_1SAT / S7_1TTOT)]$ 

where # is the normalizing number of channels and % is the normalizing percent satellite. (Initial # and % are arbitrary.)

D. Divide the regulated sample into 2 groups.

LARGE S2\_HHSUB  $\geq$  1000 SMALL S2\_HHSUB < 1000

- E. Within each group, sort the franchises in terms of B1 norm.
- F. Using subscriber weights for each ranked franchise, (S7\_1TS), find the desired percentile of B1 norm, i.e., that value of B1 norm such that the desired percentile of subscribers are below this value.
- G. Repeat for other values of # and %. (One channel intervals for number of channels, 5-percentage point intervals for percent satellite.)

- 2. Subscriber-weighted number of satellite channels as a percentage of the subscriber-weighted number of regulated channels.
- 3. Whether system is > 1000 subscribers.
- C. Follow same methodology for determining percentile value of B1.

#### NOTES

## Unrevised data has following changes

(i) OR0219 - 2nd franchise  $S5_PABOV = 76.7$  $S5_PBELO = 23.3$ 

(ii) NC0898 - 1st franchise  $S5\_SC4CO = N$ 

#### Revised data has following additional changes

(i)  $FL0492 - 1st \& 2nd franchises S7_1MC = 0.00$ 

(ii) NE0111 - 1st & 2nd franchises  $S7_1MC = 0.00$ 

(iii) VA0560 - 1st franchise S7\_FYNRE = 60 S7\_2TS = 674

(iv) NE0111 - 2nd franchise S5\_HHSUB = 2716 S7\_FYNIP = 1800 S7\_FYNDI = 600 S7\_FYNRE = 0

S7\_FYNRE = 0 S7\_FYACB = 1100 S7\_FYARC = 1000 S7\_FYAAO = 1600 S7\_FYATC = 0 S7\_ITS = 2716 S7\_2TS = 2672

 $S7_3TS = 2655$ 

(v) Entries over \$100,000,000 in the S3\_TOTRE field were inadvertently changed to blanks in the file submitted to the Commission on Monday.

## **RECEIVED**

## METHOD OF COMPUTING B1 AND B2

MAR 1 8 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

## I. Define Relevant Samples

A. Regulated Sample

A franchise observation is considered part of this sample if CP\_SAMPL contains an R or T and if S5\_SC4CO is N or NB and if RECORDTY = 1.

B. Effectively Competitive Sample

A franchise observation is considered part of this sample if S5\_SC4CO is A, B, or C, regardless of CP\_SAMPL or RECORDTY.

#### II. Treatment of Franchise Fees

- A. If the franchise fee is a separate line item (S6\_FEESE=Y) then assume that no franchise fees are included in any rates or fees.
- B. If the franchise fee is not a separate line item (S6\_FEESE=N) then net out franchise fee depending upon what type of fee is paid.
  - 1. Per subscriber: subtract 1/12 of annual per subscriber fee from lowest tier rate; S7\_1MC (S6\_PERSU/12).
  - 2. Fee on basic subscriber revenue: multiply lowest tier rate by 1 minus basic subscriber revenue franchise fee; S7 1MC × (1 S6 PBAS/100).
  - 3. Fee on total subscriber revenue: multiply all tiers of service and all equipment, installations, service changes, etc. by 1 minus total subscriber revenue franchise fee; (revenue source) × (1 S6\_PTOT/100).

## III. Compute Price Per Channel

A. Lowest Tier

B1 = S7\_1MC adjusted for franchise fees divided by S7\_1TTOT.

- B. All Regulated Services and Equipment
  - Define EQUIP as the average monthly revenue per lowest tier subscriber from all regulated equipment, additional outlets, installations, etc.;

$$EQUIP = (S7\_1FEE \times S7\_FYNIP/12 \qquad (Installations) \\ + S7\_DFEE \times S7\_FYNDI/12 \qquad (Disconnects) \\ + S7\_RFEE \times S7\_FYNRE/12 \qquad (Reconnects) \\ + S7\_TCFEE \times S7\_FYATC/12 \qquad (Tier Changes) \\ + S7\_CRENT \times S7\_FYACB \qquad (Converters) \\ + S7\_RRENT \times S7\_FYARC \qquad (Remotes) \\ + S7\_AOFEE \times S7\_FYAAO) \qquad (Additional Outlets) \\ divided by S7\_1TS.$$

- 2. B2 is defined as average monthly regulated revenue per subscriber per subscriber-weighted number of channels.
  - a. Average monthly regulated revenue per subscriber is

[
$$(S7_1MC+EQUIP) \times S7_ITS + S7_2MC \times S7_2TS + S7_3MC \times S7_3TS$$
] divided by S7\_ITS,

where all franchise fees have been netted out of S7\_1MC, S7\_2MC, S7\_3MC, and EQUIP.

b. Subscriber-weighted number of channels is

$$[S7\_1TTOT \times S7\_ITS + S7\_2TTOT \times S7\_2TS + S7\_3TTOT \times S7\_3TS]$$
 divided by  $S7\_ITS$ .

- c. B2 = (a)/(b).
- IV. Define Percentage of Channels that are Satellite
- A. Lowest Priced Tier

Set 
$$PSAT1 = S7_1SAT / S7_1TTOT$$

- B. All Tiers
  - Define subscriber-weighted number of satellite channels as (S7\_1TS × S7\_1SAT + S7\_2TS × S7\_2SAT + S7\_3TS × S7\_3SAT) / S7\_1TS

## 2. Set PSATW = (IV.B.1) / (III.B.2.b).

## V. Define Small System

A system is defined to be small if S2\_HHSUB < 1000.

# VI. Determine Factors that Explain B1 (limit sample to regulated franchises)

- A. Discuss demographics data
- B. Run a stepwise regression with LN(B1) as the LHS variable and a variety of RHS variables.
  - 1. The RHS variables contain various system and franchise characteristics, from S2 and S5, percentages of subscribers receiving additional services, equipment, installations, etc., from S7, the number of channels on the lowest priced tier, the percent of lowest priced tier channels that are satellite, and measures of the number and types of channels on higher tiers.
  - 2. Some variables are entered after taking logs (e.g., number of channels) and others without taking logs (e.g., percent satellite)
- C. Determine Competitive Adjustment to B1
  - 1. Augment regulated sample with effectively competitive sample.
  - 2. For the augmented sample, run a regression on LN(B1) using factors determined as important above and include a dummy variable identifying effectively competitive franchises.
  - 3. Coefficient on effectively competitive dummy variable is competitive adjustment.

#### D. Robust Results

- 1. Number of channels and percent satellite are important explanatory variables.
- 2. Other variables are of lesser importance and/or less consistent.

# VIII. Determine Starting Point on B1 Distribution (limit sample to regulated systems)

- A. Choose factors to normalize prices based on VI.
  - 1. Number of channels on lowest tier.
  - 2. Percent of channels on lowest tier that are satellite.
  - 3. Whether system is > 1000 subscribers.
- B. Run regression

LN (B1) = 
$$\beta_0 + \beta_1$$
 LN (S7\_1TTOT) +  $\beta_2$  (S7\_1SAT / S7\_1TTOT) +  $\beta_3$  (S2\_HHSUB<1000).

C. Normalize B1 for each franchise in the regulated sample to a particular number of channels and percent satellite;

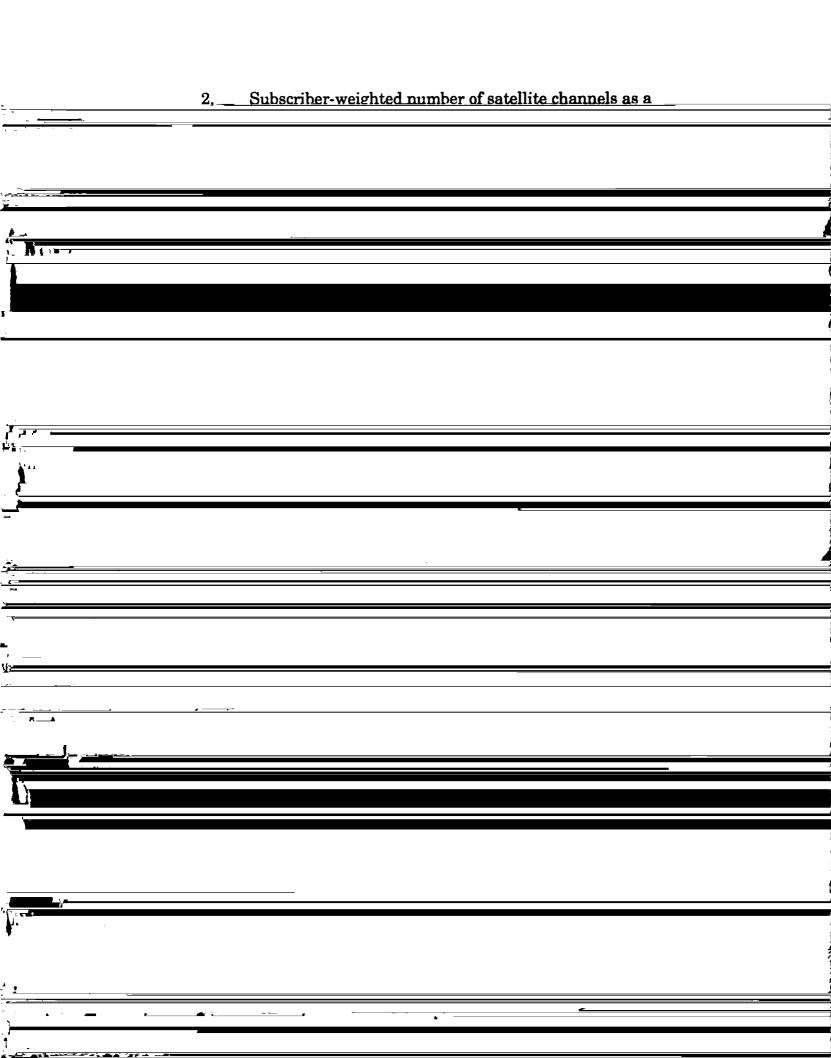
$$B_{1i}$$
 norm=  $EXP[LN(B_{1i}) + b_1 (LN(\#) - LN(S7_1TTOT_i)) + b_2 (\% - S7_1SAT/S7_1TTOT)]$ 

where # is the normalizing number of channels and % is the normalizing percent satellite. (Initial # and % are arbitrary.)

D. Divide the regulated sample into 2 groups.

LARGE 
$$S2_HHSUB \ge 1000$$
  
SMALL  $S2_HHSUB < 1000$ 

- E. Within each group, sort the franchises in terms of B1 norm.
- F. Using subscriber weights for each ranked franchise, (S7\_1TS), find the desired percentile of B1 norm, i.e., that value of B1 norm such that the desired percentile of subscribers are below this value.
- G. Repeat for other values of # and %. (One channel intervals for number



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FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY

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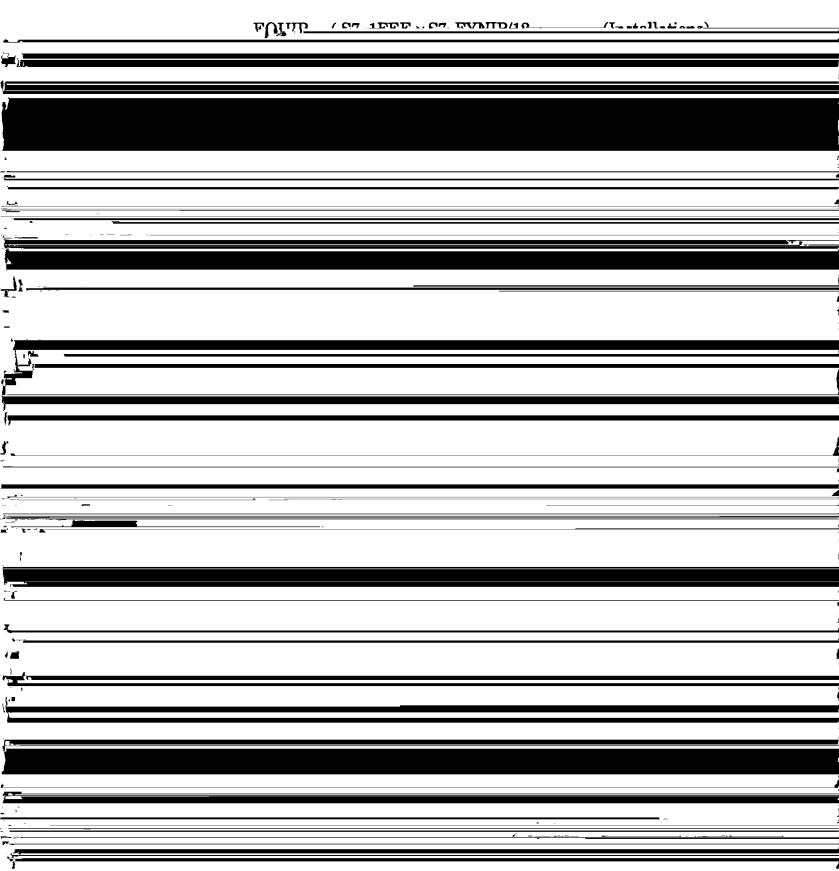
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B.	All Res	nilated	Services	and	Equipment	
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1. Define EQUIP as the average monthly revenue per lowest tier subscriber from all regulated equipment, additional outlets, installations, etc.;



## 2. Set PSATW = (IV.B.1) / (III.B.2.b).

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-		

Subscriber-weighted number of satellite channels as a 2. percentage of the subscriber-weighted number of regulated channels. Whether system is > 1000 subscribers. 3.

## **RECEIVED**

# METHOD OF COMPUTING B1 AND B2 MAR 18 1993

FEDERAL COMMUNICATIONS COMMISSION

<u>&gt;</u>	<b>I</b> .	Define Relevant Samples	OFFICE OF THE SECRETARY
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- B. All Regulated Services and Equipment
  - 1. Define EQUIP as the average monthly revenue per lowest tier subscriber from all regulated equipment, additional outlets, installations, etc.;

- 2. B2 is defined as average monthly regulated revenue per subscriber per subscriber-weighted number of channels.
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b. Subscriber-weighted number of channels is

$$[S7\_1TTOT \times S7\_ITS + S7\_2TTOT \times S7\_2TS + S7\_3TTOT \times S7\_3TS]$$
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- c. B2 = (a) / (b).
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- A. Lowest Priced Tier

Set 
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- G. Repeat for other values of # and %. (One channel intervals for number of channels, 5-percentage point intervals for percent satellite.)

## IX. Determine Median Value of B2

- A. Factors that explain B2 are similar to factors that explain B1.
- B. Factors to normalize prices:
  - 1. Subscriber-weighted number of regulated channels.

- 2. Subscriber-weighted number of satellite channels as a percentage of the subscriber-weighted number of regulated channels.
- 3. Whether system is > 1000 subscribers.
- C. Follow same methodology for determining percentile value of B1.

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MAR 1 8 1993

## Revisions Made to FCC Cable Survey Database

# FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY

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RECORDITY	CP_COMMU	S5_HHSUB	S5_PABOV	S5_PBELO	S5_SC4CO	S7_IFEE	S7_RFEE	S7_CRENT	S7_RRENT	S7_AOFEE	S7_TCFEE	S7_FYNIP	S7_FYNDI	S7_FYNRE	S7_FYAC	S7_FYARC	S7_FYAAO	S7_FYATO
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	1 OR0146	84																
	2 OR0219		76.7	23.3														
	1 OR0228																	
	1 OR0258	502		1														
	1 PA0465	1935																

RECORDTY	CP_COMMU	S5_HHSUB	S5_PABOV	S5_PBELO	S5_SC4CO	S7_IFEE	S7_RFEE	S7_CRENT	S7_RRENT	S7_AOFEE	S7_TCFEE	S7_FYNIP	S7_FYNDI	S7_FYNRE	S7_FYACB	S7_FYARC	S7_FYAAO	S7_FYATC
2	PA0478									<u> </u>								
1	PA0959			I				ļ	<u></u>		<u> </u>							
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1	PA2286	1050						<u> </u>			ļ	<u> </u>	<u></u>		ļ			
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1	TX0074			ļ	<u> </u>			ļ	<u> </u>	ļ	<u> </u>			ļ	<b></b>		<u> </u>	
2	TX0505	115	<u> </u>		<u> </u>	<u> </u>	. İ	<u> </u>	<u> </u>	<u> </u>		<u> </u>	<u> </u>	<u> </u>	İ	<u> </u>	<u> </u>	
1	TX0510			<u> </u>		ļ		1	ļ	<u> </u>					ļ			
1	TX0805	56350	<u> </u>	ļ <u> </u>	<u> </u>				<u> </u>	ļ <u>-</u>	<u> </u>	<u> </u>				<u> </u>	<u> </u>	
1	TX0895	485		<u> </u>	<u> </u>		_	<u> </u>	ļ <u></u>		<u> </u>	ļ	<u> </u>	ļ				
•	1 TX1110	175	<u></u>	ļ		ļ		<u> </u>					<u> </u>	ļ <u>.</u>	1	<u> </u>		
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	1 VT0065	436		<u> </u>		<u> </u>	ļ	<b></b>			ļ					ļ		
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	1 WA0294			<del> </del>		ļ			<u> </u>	<del>- </del>	<del> </del>	12		<b>-</b>	<b></b>	<del>- </del>		
	1 WI0519	505				J		<b>_</b>		<del> </del>	<u> </u>	ļ	- <b> </b>	<u> </u>	<del></del>		<u> </u>	
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	1 W10566			<b>_</b>		<del></del>		ļ <u> </u>	ļ		-		<del></del>	<del></del>			1	<b>_</b>
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	1 WI0801	163				ļ			<del> </del>		<b>_</b>	<u> </u>	<del></del>			.		
Ĺ	1 WV0004	324					_[											

# Revisions Made to FCC Cable Survey Database RECORDIY CP\_COMMU | S7\_1TS | S7\_1LTV | S7\_1DTV | S7\_1SAT | S7\_1TO | S7\_1TO | S7\_1TO | S7\_2TS | S7\_2SAT | S7\_2PA | S7\_3TTOT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTAT | S7\_TOTA

DTY CP_COMMU	S7_1TS	S7_1LT	V S7_1DT	V S7_1SA	S7_1PA	S7_1TO	S7_ITTOT	S7_1MC	S7_2TS	S7_2SAT	S7_2PA	S7_3TTOT	S7_TOTAT	S7_TOTA1	S7_TOTOC	S7_TOTPA	S7_TOTPP	S7_OAC	S7_TOTA
2 MI0011				_{	1			l	<u> </u>	1			<u> </u>	[					
1 MI0869	529								528										
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1 MN0058	384								371					1		1	1		
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1 MO0132	22571	1							22571	1	1							1	
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1 MO0903				18		1	1		1	1			1					<del>                                     </del>	
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1 NE0057	487	7			1	1	1	T		1	1	1	1						
1 NH0212		11			1	1	1	1	1	1	1						<u> </u>		İ
2 NJ0373	276	2		<u> </u>		1	1	1		1	1	1	1		1				<del>                                     </del>
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1 NY0320		1	3			<u> </u>	1		1		<u> </u>						†	<u> </u>	
2 NY0320		· · · · · ·	3		<u> </u>		1	<del> </del> -		·		<del></del>	1	1		<u> </u>	1		<b>†</b>
2 OH0264	545	5				T	1	1	5449					<u> </u>			<del> </del>	†	<del>                                     </del>
1 OH0800	759					1	1	1			1						<u> </u>	1	†
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1 OH1632		1			1		26	1		1	†	1	26	1	1	1	<del>                                     </del>	· · · · · · · · · · · · · · · · · · ·	61
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1 OK0061	_	1				1	1			<del>                                     </del>	1	1	+	1	1	1	†	+	$\vdash$
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2 OK0207		1		2		+	<del>                                     </del>	1	1	i	1			<del> </del>			†	+	<del> </del>
1 OR0146		+		+-		+	<del>-  </del>	<del>                                     </del>	+	+	1	1	1		<del> </del>		†	+	+
2 OR0219		-				+	<del> </del>	+	+		+	<del> </del>	<del>                                     </del>	<del> </del>	+	1	+	<del> </del>	<del> </del>
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1 PA0465	_+			<del></del>	+	<del></del>	+	<del> </del>	+		<del> </del>	+	<del> </del>	+	-+	<del></del>	+	<del></del>	·

CP_COMMU	S7_1TS	S7_1LTV	S7_1DTV	S7_1SAT	S7_1PA	\$7_1TO	S7_1TTOT	S7_1MC	S7_2TS	S7_2SAT	S7_2PA	S7_3TTOT	S7_TOTAT	S7_TOTA1	S7_TOTOC	S7_TOTPA	S7_TOTPP	S7_OAC	S7_TOTAC
2 PA0478	12733																		
 1 PA0959						1	[	I			i İ								
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2 TN0292	2986				_		İ		<u> </u>				<u> </u>						
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 2 TX1135	277							I	277		İ	[							
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## FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY

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2 AL0127							Ĭ				168	280	50		63	260	
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2 AZ0181			1			<u> </u>	1		1	1	NA	NA	NA	NA	NA	NA	NA
1 CA0654							1										
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2 GA0025						1	1				8	975	1075	1764	734	2381	
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1 GA0757		-		1													
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1 IL1474						1		-						<del>                                     </del>			<del></del>
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1 IN0543	<del></del>			1	<u> </u>		1				<u> </u>		<del></del>	1	<u> </u>		
1 KS0030			1	1	1	$\top$	1		1	<u> </u>	1	<b>†</b>		290	30	<del> </del>	1
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1 KY0380	1				<del> </del>		1	+		1	-	1	1	1	<del>                                     </del>	<del>                                     </del>	<del> </del>
1 LA0386		+	1		+		1	+		<del>                                     </del>	<del>                                     </del>	<del> </del>	1		50000	21400	+
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1 MI0011	<del></del>	<del>-  </del> -	<del> </del>	<del>+</del>			<del> </del>		<del> </del>		+	<del> </del>	+		<del></del>	213	<del> </del>